

Appln. No. 09/834,851
Amtd. dated August 12, 2005
Reply to Office Action of May 9, 2005

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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1. (Currently amended) A central server configured to promote products over a computer network comprises:

a processor configured to receive a specification of a promotion for a product from a first computer, configured to create an electronic incentive in response to the specification, configured to transfer the electronic incentive to an application server across the computer network, the application server coupled to a merchant server, configured to receive usage data of the electronic incentive from the application server, the usage data determined in response to a promotion usage condition of an instance of the electronic incentive stored indicated by the merchant on the application server, and configured to generate a report in response to the usage data;

a memory coupled to the processor, the memory configured to store the electronic incentive, configured to store the usage data, and configured to store the report;

~~wherein data associated with the electronic incentive is transferred from the application server to the merchant server;~~

~~wherein the instance of the electronic incentive is created and stored in the application server in response a method on a service object stored in the application server being invoked by the merchant server;~~

wherein the merchant server specifies rendering of the data associated with the electronic incentive in response to a query of the instance of the electronic incentive stored on the application server; and

wherein the promotion usage condition is indicated in the ~~merchant application~~ server when a user coupled thereto to the merchant server fulfills requirements pre-conditions of the instance of the electronic incentive.

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2. (Original) The central server of claim 1 wherein the electronic incentive comprises an offer selected from the group: cents off, percent discount, price point, buy X get Y free, solution selling, promotion content.

3. (Original) The central server of claim 1 wherein the electronic incentive comprises a delivery method selected from the group: non-targeted, targeted category, targeted usage, targeted brand, targeted market.

4. (Original) The central server of claim 3 wherein the electronic incentive comprises a tracking code.

5. (Original) The central server of claim 3 wherein the electronic incentive comprises calendar data selected from the group: effective date, expiration date.

6. (Original) The central server of claim 3 wherein the electronic incentive comprises a network computer address.

7. (Original) The central server of claim 4 wherein the usage data from the application server comprises data selected from the group: demographic data of the user, a geographic indicator of the user, a number of products purchased by the user, currency value of products purchased by the user, a list of products purchased by the user, the tracking code.

8. (Currently amended) A merchant server coupled to a client system comprises:

a processor configured to request promotions from an application server coupled to the merchant server, configured to invoke an evaluation service object within an application server for one or more promotions, wherein an instance of a promotion is created in the application server in response thereto, configured to query the instance of the promotion object and receiving receive a description of a promotion from the application server, the description including pre-conditions, and a user benefit, configured to determine and an output representation of the promotion in response to the description of the promotion, configured to

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transmit the output representation of the description promotion to a client system for display to a user, configured to receive a selection of at least one item from the client system, configured to transmit the receive a selection of the at least one item, configured to the application server invoke a savings method in a service object within the application server to determine a savings amount, configured to receive an indication that the user is provided with wherein the savings amount comprises the user benefit from the application server when the selection of the at least one item satisfies the pre-conditions, and configured to store in a log a record that indicate that the user is provided with the user benefit; and

a memory coupled to the processor, the memory configured to store the description of the promotion, configured to store the selection of the at least one item.

9. (Currently amended) The merchant server of claim 8 wherein the user benefit is selected from the class a group consisting of: cents off, percent discount, price point, buy X get Y free, solution selling, promotion content.

10. (Currently amended) The merchant server of claim 8 wherein the processor is configured to receive the description when the user meets target criteria, the target criteria being selected from the class a group consisting of: targeted user, targeted user demographic, targeted user usage, targeted user brand, targeted user market.

11. (Currently amended) The merchant server of claim 8 wherein the pre-conditions are selected from the class a group consisting of: purchase of an item, purchase of a quantity of an item, purchase of at least two different items.

12. (Currently amended) The merchant server of claim 8 wherein the processor is configured to the evaluation service object on the application server includes a method to determine a category of items for display for the client system, and configured to request promotions from the application server in response to the category of items.

13. (Currently amended) The merchant server of claim 8 wherein the processor is also configured to transmit a plurality of items to the client system for display, and

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configured to request promotions from the application server in response to the plurality of items wherein the evaluation service object evaluates a shopping category associated with the user.

14. (Currently amended) The merchant server of claim 8 wherein the processor is also configured to receive a selection of a trigger item from the client system, and configured to request promotions from the application server in response to the trigger item wherein the evaluation service object evaluates a shopping cart associated with the user.

15. (Currently amended) An application server comprises:

a processor configured to receive an electronic incentive from a central server, the electronic incentive including a pre-condition and a benefit, configured to create an instance of the electronic incentive in response to an invocation of an evaluation service object to determine electronic incentives for a user by a merchant server, configured to receive a request from a merchant server for electronic incentives configured to receive a query for a description of the instance of the electronic incentive from provide a description of the electronic incentive to the merchant server in response to the request, the description including a description of the pre-condition and the benefit, configured to receive from the merchant server an invocation of an amount of savings method of a service object to determine a savings for the user, wherein when a selection by a user of at least one item, configured to determine whether the selection of the one item fulfills the pre-condition of the electronic incentive, the savings comprises the benefit, and configured to provide the merchant server with the benefit when the selection of the one item fulfills the pre-condition;

a memory coupled to the processor configured to store the instance of the electronic incentive, and configured to store a record that the instance of the electronic incentive has been used, when the selection of the one item fulfills the pre-condition.

16. (Currently amended) The application server of claim 15 wherein the invocation of the evaluation service object includes the request from the merchant server also includes a description of a shopping category of a user.

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17. (Currently amended) The application server of claim 15 wherein the invocation of the evaluation service object request from the merchant server also includes an indicator of items previously selected by the user or currently displayed to the user.

18. (Original) The application server of claim 15 wherein the pre-condition comprises purchase of the one item.

19. (Currently amended) The application server of claim 15 wherein the invocation of the evaluation service object request from the merchant server also includes an identifier of the user.

20. (Currently amended) The application server of claim 15 wherein the processor is also configured to forward the record an indication that the electronic incentive has been used to a centralized server.

21. (Original) The application server of claim 15 wherein the application server and the merchant server are co-located.